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A New Perspective in Marketing: Entertainment Marketing

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Abstract:

The concept of marketing has been broadened to the point where it now appears to encompass most aspects of corporate life. It is particularly appropriate to take a marketing approach when one is looking at service industries like leisure and entertainment. Entertainment and leisure marketing is a process that includes many facets of marketing. It is a form of marketing that includes many different strategies and techniques. It includes the different aspects of traditional marketing. Some of these aspects include sports marketing, branding, public relations, endorsements, digital marketing, and social media marketing. It is believed that the word 'leisure' is a convenient umbrella term for a range of different sectors. However, it is also true that there are still some major differences between the different sectors of leisure and entertainment. The aim of the study is to search the nature of this sector and examine the different techniques and strategies that are used in the leisure and entertainment marketing sector.

Keywords: Marketing, entertainment marketing, leisure time, entertainment

1. Introduction

While “production” and “work” are concepts of principal importance in the first stage of industrialism, concepts such as “consumption”, “consumption society”, “leisure time” have become more important along with the developing process. A new capitalist social structure based on consumption and leisure time replaced the social structure based on production and work. Increment in countries’ national income stemmed from Industrial Revolution leads to increment in personal income. This situation brings about the increase in the amount of time which people spend for leisure activities such as culture, sports, entertainment, tourism and hobbies. (Odabaşı, 2006)

Along with welfare society, meta fetishism raised as an ideology of daily life and consumerism became the indicator of a shining, magical, merry life. This situation exposed the societies to the reality of being a “*consumption society*”. (Aytaç, 2006: 27) In consumption societies people live to consume instead of consuming to live. Consumption has been no longer a medium to live and become an aim on its own. The only way to exist in this system is to consume what the system produce.

In consumption societies the areas where consumption and consumerism designed are leisure times when people are free of obligatory working and mostly show consumption performance. People need more free time in order to satisfy their provoked consumption desires, to gain new identities and statues via consumption and to reach the hedonist satisfaction in consumption. (Aytaç, 2006: 27) When responsibilities of the daily life along with the hectic and stressful environment which today’s urban life creates join to the people’s obligation to work in order to continue living, people have the desire of using their leisure time better.

People are free of choosing the activities they will do in their leisure times and these activities are variable. People who spend their short leisure times with the home activities within the day can make use of longer leisure times like weekend by going to the cinema, theatre, museum or different sport activities. Convincing people to choose a leisure time activity is required a high level of marketing competence. In this context many enterprises compete for leisure time and its consumable income.

2. Concept of Leisure Time

The English word of “leisure” was derived from Latin “licere” word. (Bakır, 2003:10) Leisure time mostly means getting rid of the vitality and compulsivity of the work, and getting free. It represents a sort of escape from the compelling world of work to the state of relaxing, relief and releasing yourself.

Dumazedier (1974: 74) defines leisure time in a foursome category. In the first one it is a way of behavior and can occur in any action. For example, working while listening to music or washing dishes while listening to the radio. In the second category, leisure time is considered as opposite of working. In the third one, leisure time represents a feature concealing socio-cultural and sociopolitical obligations. Time which became free as a result of the decrease in holidays controlled by traditional socio-cultural institutions now has been undertaken by hedonist activities which are chosen freely instead of being imposed institutionally. In the fourth and last category,

leisure time is an instrument serving to achieve individual satisfaction oriented to a final goal. In here, the individual gets rid of tiredness by having rest and avoids to be bored by having fun. For Dumazedier, leisure time is a period of time serving for several purposes.

According to Kaplan (1975: 26) who is a significant leisure time theorist, leisure time is an expression of individual choose and serves for several purposes. Leisure time consists of activities/experiences based on relatively individual decisions which correspond to one's economic leisure time roles.

Some authors separate leisure time from other activities involved in with motivation and mood. Thomas L. Burton's defines leisure time as "Leisure time is the time that individual risks freely for having rest, fun, personal and social development". Within this framework, practical activities such as cooking, cleaning, repairing, garden works etc. which are done at home are as at least useful activities as bridge, bingo, football and watercolor etc. (Morgan, 1996: 4)

Leisure time concept which show up with Industrial Revolution, increases in importance day by day and severely influences societies and the future of societies, comprises one of the basic characteristics of today's industrial society (İlban and Kürşat, 2005: 49). While leisure time was considered as a complementary element of work in the early capitalist stage (when factories were just founded, and working and production were important factors), in consumption society which we can describe as the late (new) capitalism stage leisure time is considered as consumption time. New capitalism glorifies consumption, blesses shopping and uses the support it gives to production processed in order to maximize consumption. A strong capitalist culture lies behind the consumption society, and this culture puts brands and symbols relating to consumption into the focus of life and constructs new life styles and identities around it. (Aytaç, 2006)

The perception when playing and leisure time weren't important, and business and work were considered sacred has been changed a lot recently. Today, for many people work is an economical obligation, boring and far from satisfaction. Therefore, individuals regard the actions that they don't consider as a medium giving their life meaning in contrast to the joyful leisure time activities, as an action that they sell their time. (Yarcan, 1993: 67)

Leisure time which meets self-improvement, relaxing, having fun etc. needs of person is a freedom to choose. (Yarcan, 1993: 63) Because of the fact that leisure time activities aren't obligatory, the marketer has to work hard to convince the consumer to choose a certain activity (Morgan,1996: 3-4).

2.1. Leisure Time Marketing and Management

Marketing and management of leisure time experiences have great effects on individuals' lives since the early stages of the last millennium. Besides, leisure time marketing and management is a huge work and creates a lot bigger development in production industry oriented societies than it does in service industry oriented societies. (Horner and Swarbrooke, 2005: 22)

Leisure time requires individual to consume in order to renew oneself and relax. Because this is the thing what he/she is exactly offered. Therefore, the time zone described as leisure time isn't completely a spare time but a secondary production time ensures the continuity of the production that individuals make in his/her primary production times. In other words, it expresses a time zone aiming to support production by consuming which can be considered as a part of production process again. (Omay, 2008) It is possible to say that leisure time is a concept created by capitalism indeed. Capitalism's power of identifying, dividing and inventing new time zones and infusing it to all the society is as scary as it is amazing.

A weekend holiday that yearned for, going to shopping, going to the cinema, going out for a dinner are perceived as rare opportunities. Likewise, it gives opportunity to take annual leaves, going to the seaside, sunbathing and getting rid of boring working clothes.

Leisure time sector consists of several enterprises offering indoor, outdoor, regional, national or international leisure time opportunities and have interrelated activities. Furthermore, this sector includes thousands of voluntary enterprises from regional sports and social clubs to the national enterprises. Definition of leisure sector which at first sight consists of too many different activities and enterprises is very wide. For example, it can be discussed whether leisure time concept includes climbing, bridge game, gambling, church visit or not (Horner and Swarbrooke,2005: 24).

As the leisure time period of individuals increases, the activities these individuals can occupy oneself indoor increases as well. Therefore, it is emphasized that the time to be spent at homes where spending time became more attractive and appealing rises. Activities such as home entertainments and garden works increase. The increase in home-entertainment systems based on Internet and other technologies accelerates the increase of computer games, Internet searches and home theater systems. Television has become interactive in digital technology age. Videos, CDs, electronic media, music, theatre and films which can be used indoor at any time have been brought home. (Horner and Swarbrooke,2005).

Investors who avoided large scale investments after the second half of 1970s created a new concept called "family entertainment center" which are closer to the city center, open in summer and winter, smaller and indoor by considering the increasing competition. There are bowling halls, ice skating rink, mini golf and pocket cinemas in family entertainment centers in addition to the elements such as, food-drink and shopping areas and theme parks.

Commercial centers established as a building facility in order to make shopping easier for people living in the country side, started to include food-drink areas, entertainment factors in time as a result of the intense competition; thus shopping and entertainment centers called "mall" where family entertainment centers and shopping centers combined has appeared. The aim is to attract all the family members and keep them there longer.

Shopping has been developed as a tourist action in leisure time activities. Today, shopping is used to provide motivation for the trips to several places such as "Albert Dock" facility in Liverpool England; craftsmen in country sides of Norway; and golden shops in

Dubai. Visitors' interests to these places have been increased by food and beverage enterprises in order to raise income. These enterprises can range from fast food producing companies to the restaurants.

Management of leisure time enterprises is significant because the right choices of leisure time enterprises meet the consumer demand primarily. It is important that leisure time enterprises should be managed by qualified and effective people. Thus, both the enterprise and the consumer can gain favor.

3. Entertainment Marketing

Entertainment can be defined as creating a pleasure and satisfactory experience. Entertainment states a fact related to satisfaction and liking. The concept of entertainment is relevant with recreation concept. Within this context entertainment is defined directly in a distinct way and with its basic psychological and sensual effects (Vogel, 2001: 4).

Entertainment presents the willing to follow up and in return to spend money rather than doing activities as a participant. In this sense, entertainment is a passive absorption made via emotions.

Entertainment may consist of cinema, theatre, any kind of shows and traditional sports competitions. In some cases, entertainment is reviewed as a state of thinking. That people read something and enjoy it without even being involved in any physical activity is considered as entertainment. (Wolf, 1999: 42-43)

Time has become a significantly stressed value in dynamic market structure conditions. In this sense, high levels of mobility and change have been experienced. In almost everywhere entertainment instruments give consumers the opportunity to access to enjoy. It adds entertainment to work that one can listen to music, watching television while even working, having fun or playing sports. Similarly, time phenomenon has become more important than it was in terms of entertainment connection. (Wolf, 1999: 42-43)

Monotony imposed by modern life direct people to a set of different activities. In this sense, entertainment phenomenon has become a "need". Entertainment products classified under different categories that satisfying different needs. For instance, while a TV entertainment program you watch can be an inseparable part of daily life, a trip to Uludağ for ski is related with the need. Here the levels of needs being fulfilled can reveal differently. People need entertainment and resting phenomenon in order to renew themselves both physically and mentally. In this respect, one tries to have mental balance by turning to physical activity. (Vogel, 2001).

Culture, demography and technology make easier to add entertainment factors to every experience. It is quite important to serve entertainment to people with different ages, sexes and cultural structures via technological innovation and convenience. People pay for CD, videos, games and television channels. These and similar productions can be associated with entertainment substantially. People prefer eating outside more instead of eating at home along with the industrialization. The behavior of buying presents can also be associated with consumer's making oneself happy. A research carried out on this subject gives clues about Valentine's Day. While most of the lovers give chocolate and roses to the person they value, %36 of them organize a romantic dinner, voucher for cleaning services and spa admission tickets as presents. In other words, a present for spending better time was offered. This has become a part of making use of leisure time (Wolf, 1999:31-33).

One of the final expectations of entertainment marketing is to make consumers loyal to the brand by making them live a unique experience. In this sense, entertainment and experience are extremely associated concepts with each other. Yet, both phenomena have different effects in terms of cause and effect. Entertainment phenomenon exists as a result of the experience that marketers make consumers have. It is possible to say the opposite. Consumers can name the activities that they enjoy as having experience. Due to its structure, techniques and mediums of experiential marketing can be used while discussing entertainment marketing.

It wouldn't be wrong to say that contemporary marketing concept is used basically while defining entertainment marketing. Definition, technique and approaches of modern marketing are used defining not only the entertainment marketing but also the other new marketing fields. It is possible to see elements of contemporary marketing descriptions in many definitions. This is very natural, because it is not possible to isolate entertainment marketing from general marketing completely. According to American Marketing Association (AMA) "marketing is the process of planning and implementation of creating, pricing, delivery and promotion of goods, services and thoughts in order to provide exchange in accordance with the aims of people and organizations (Cemalcilar, 1996: 6).

Within the frame of all these approaches, it is possible to make a definition as "entertainment marketing is the process including organization and implementation of activities necessary for producing, pricing, delivering and promoting an entertainment product in order to realize management goals and satisfy consumers' needs and desires".

In today's world entertainment market has reached billions of dollars. Companies existing in this market develop new strategies in order to have a bigger share in both national and international markets. The concept of entertainment market which is distinguished from other marketing areas has started to have a place in marketing world with its unique structure and policy.

Entertainment has become a universal and one of the most significant industry branches in the world today. The progress of entertainment industry can be measured by participation to entertainment activities and events, improvement in media displays, growth in employment and global market. Entertainment marketing is a new field of work and information sources and researches aren't enough related to this field when compared to the other fields. On the other hand, marketing has been existing for many years as an important discipline.

Entertainment marketing has become the most significant function of entertainment enterprises. The reason is the continuous progress of entertainment industry. The progress of entertainment industry has led the increase of entertainment enterprises and products.

One of the improvements that can be considered as a sign of today's entertainment marketing's development is the struggle of companies to establish departments related to entertainment. For example, HP assigned one of its manager who is in charge of energy and telecom sector as marketing manager of communication, media and entertainment sector. Developed by the merge of telecom and entertainment sectors,

HP CME find solutions for worldwide cable or wireless service providers, communication network equipment suppliers and several content deliveries (music, news, sports, entertainment, film, etc.).

(<http://www.marketingturkiye.com/Haberler/Detay/?no=6294>-

Hackley and Tivvsakul (2006) states that entertainment marketing as implementation of product placement. However, this definition presents a narrow scoped approach. Because degrading the entertainment marketing as placing the brand into a film or game is ignoring all art, culture, sport and other recreative activities. Brand placement in entertainment product constitute of just one side of the entertainment marketing.

Brand placement in films and music videos involves brand placement in entertainment products. (English et. al 1993: 21-24) Product placement expresses the structure of marketing communication increasing the realism in entertainment that doesn't enter one's mind by force (Hackley and Tivvsakul, 2006: 65)

People perceive brands while having fun and this enables the identification with entertainment. Within the direction of these developments, entertainment marketing should be discussed and evaluated in two aspects. Firstly, entertainment is seen as a marketable product. According to the second aspect, it is the marketing approach stating how to use entertainment in order to attract attention or interest. Marketing the entertainment as a product necessitates monitoring the leisure time of people who can pay for entertainment. An example of using entertainment to market goods or service is using well-known famous people related to the activity or supportive product. (Kaser and Oelkers, 2005: 14)

Seeing a celebrity playing in a Citibank advertisement makes difference for the consumer, however, it is nothing more just using the ability in product diversification. In other words, the same product is put into consumer's service with many different opportunities (Wolf, 1999: 26).

Another branch in entertainment marketing is cinema sector. With the combination of film sector, technology and entertainment; entertainment marketing has gained a new dimension and continuity. Technology has provided more and faster access to the consumers while entertaining them. Thanks to the cinema, entertainment has started to reach larger masses especially via television. Telephone and internet have shown up as significant mediums for entertainment to reach large masses; especially along with the internet's becoming popular and used by many consumers as an entertainment instrument, entertainment sector has undergone an incredible change. (Kaser and Oelkers, 2005:16)

Marketing efforts have been used in entertainment industry for more than a hundred years. However, entertainment promotion has not been the main character all the time. Improvement of entertainment and marketing at the same time has shown a stable increase since the second half of the twentieth century.

In the later periods, that people tended towards to desire to have fun outside and spent money, pioneered the industry's rise and development. During the severity of period called Great Depression in Economy people flocked into the theatres and tried to get rid of the dark memories of those days and domestic life.

In the first days of golden age of entertainment (20th century) radio and any printed product took place in the marketing field. Each of them has a strong position as entertainment mediums. For example, advertisements or printed materials passed from hand to hand among individuals in the society. Radio although didn't leave anything physically, its content had great effect on masses.

When it comes to cinema sector, movies succeeded to attract people from printed materials and radio to themselves. However, movies themselves are far from being a marketing instrument as products. When used with the other instruments great income has generated from movie theatres. When film studios started to learn brands' power, products such as t-shirt and toys has become integrated with the film and licensed. (Argan, 2007).

Television turned up as a significant entertainment instrument which has made a breakthrough in entertainment market. Today, there are several programs struggling for advertisement pie; especially any program based on entertainment (soap opera, music, sports, etc.) is able to survive thanks to sponsor support and advertisements. Television networks called as niche today is able to reach masses via internet, cable and satellite.

As the television has become popular and its importance has been comprehended, investments on sports have increased. For instance, rights of broadcasting mentioned as billions of dollars, have created great competitions with regards to broadcasting great sports events such as Olympic Games, FIFA world cup and Formula 1. Due to its nature, sports has made the communication of live performance to millions or billions of audience via electronic, digital and virtual channels a current issue. F1 Grand Prix competitions which also took place in Turkey reached to billions of people around the world. This brings along the direct and indirect effects. It is possible to say the similar for football. The position of football in our country today is the biggest sign of a growing industry.

Finally, along with the emergence of internet and mobile applications entertainment world has taken a different and maybe irreversible form. The individuals, companies and organizations becoming free via network can access to any place around the world easily and quickly, and reinforce this access with entertainment and trade. It is quite hard to estimate how far internet world can go with its structure of infinite creativity. Today, this network which creates the opportunity to focus on entertainment based chatting, playing any games on Internet, and making virtual journeys to different areas and countries in the world can be considered as the final point that entertainment has reached.

Essentially, it is quite difficult to explain the size of internet's path which has the capability of attracting traditional entertainment methods and techniques. Many traditional entertainment instruments regard necessary to reorganize its structure in accordance with internet medium.

Technological developments have led sports and entertainment marketing to change by increasing and making product delivery to masses easier. The number of new transformations and changes that technology provides in entertainment has increased. Cinemas, radios, TV, CDs, DVDs and internet have made entertainment instruments spread globally even easier.

Some organizations established in developed countries are epitomes of institutionalization of entertainment marketing. The Entertainment Resources and Marketing Association was founded in 1991 and has an increasing number of members. This commercial group consists of product placement agencies, studio representatives and marketers. Founded as a similar group in England, Entertainment Marketing Association (EMA) is the biggest product placement agency. These organizations can be reviewed as the signal of entertainment marketing's institutionalization and development in developed countries especially in USA.

(Karrh, 1998: 31-33)

Entertainment marketing is different from traditional marketing methods in some aspects. (Lieberman and Esgate, 2002:25) First of all, entertainment marketing is a fast consumption. Pre- trying or testing of the product is limited and most of the time it is impossible. Word of mouth communication is quite important for the experiences on such kind of products.

Entertainment marketing focuses on selling an experience rather than an object. Trends and styles change. Preproduction planning and long term planning before display can be risky. Entertainment producers should catch the real wave without giving any chance to consumer got caught by indifference. Otherwise, labor, money and time spent for all planning, production, delivery and promotion can go to waste, and this can result in an irreversible financial loss.

Leisure time and entertainment are activities including relaxing, escape and self-improvement, and based on the desire undertaken because of personal reasons. Marketing activities having social and economic effects are managed by public sector as well as private sector. Leisure time is an activity chosen by individuals for themselves and personal satisfaction. This activity gives people the opportunity to do something beyond the daily life, develop new skills, uncover the other aspect of personality and meet new people. People have several options to make use of their leisure time, and the individual makes his/her choice without being under any pressure. As convincing the individual to choose some certain leisure time activity is hard and full of opportunities, it requires a high level of marketing ability. Nevertheless, no leisure time activity involves obligations. Therefore, that leisure time activities don't involve obligations means marketer have to work hard in order to convince the consumer to choose certain activities. Many enterprises compete for people's leisure time and disposable income. These enterprises start to work with different social, political, charitable or just commercial purposes, and the activities and chances they offer are diversified. What is common in these enterprises is the need of them for consumers rather than people's need for these enterprises. People are free to choose the thing providing self-satisfaction among what is offered them. Any enterprise willing people to make use of their time and money in best should try to convince people by their products. What enterprises do by this expression is marketing. Leisure time and entertainment are consumed easily just like everything in today's world where products are consumed and changed continuously without even completing their life span with the popular culture and everything is based on consumption. The point here is the brands and marketers targeting entertainment marketing have a lot to do in order to catch up the consumption speed in question.

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